

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH Welcomes 2024 With A Refreshed Graphic Identity

SINGAPORE, 24th Jan 2024 – CHARLES & KEITH kickstarts the new year with a revitalised graphic identity, unveiling a new reiteration of its logo along with a brand-new emblem and monogram that will be featured across different CHARLES & KEITH products, starting from Spring 2024.

An approachable and timeless design that embodies the CHARLES & KEITH values of being accessible and aspirational, the new graphic identity encapsulates the brand's DNA – reflecting its humble beginnings as well as the embrace of its Asian roots whilst building a global brand.

“We are excited to start a new chapter and present the redesigned logo in tandem with our first-ever emblem and monogram. Each element was thoughtfully designed, an ode to our beginnings with the inclusion of our initials, the ampersand reflecting the brand's natural duality,” share CHARLES & KEITH founders, Charles Wong and Keith Wong.

A duality that is both classic and modern, the logo, emblem and monogram will serve as a universal visual language that will be instantly recognisable as CHARLES & KEITH takes bold steps into the future.

Continuing its commitment to foster social and environmental responsibility, the brand will also debut new product packaging with this refreshed graphic identity. From shoe boxes to shopping carriers, all elements are made with responsibly sourced materials, such as recycled sugarcane pulp. This sustainable material features an au naturale grey hue – a longstanding trademark for the brand – will be used throughout the main CHARLES & KEITH collection line.

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About CHARLES & KEITH

Fashion label CHARLES & KEITH was established in 1996 with a vision to build a global brand that is self-assured and empowering, imparting confidence to all women.

From a single shoe shop in Singapore to an international network offering dynamic experiences across retail and online, CHARLES & KEITH is always consumer first and aims to unlock an aspirational brand experience that remains attainable. It creates collections – shoes, bags, eyewear, accessories and fashion jewellery – that enables women to express themselves.

Striving to make fashion more accessible and never compromising on creativity, the brand challenges the convention that fashion is for the few.

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